

Message Text

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SUBJECT: MEDIA REACTION REPORT -- JULY 6-8

1. SECSTATE KISSINGER'S EUROPEAN TOUR: RECEIVES SIGNIFICANT MEDIA PLAY. SAMPLE COVERAGE: CONSERVATIVE CORREIO BRAZILIENSE (BRASILIA) FRONT-PGAES STRAIGHT NEWS REPORT HEADLINED "THE POPE AND KISSINGER DISCUSS JERUSALEM'S FUTURE" (JULY 7). CONSERVATIVE O GLOBO (RIO) CORRESPONDENT IN ROME, IVY FERNANDES, WRITES REPORT WITH HEADLINE "KISSINGER PROMISES U.S. AID TO ITALY'S ECONOMY," SAYING THAT "...KISSINGER FOLLOWED IN ITALY THE SAME LINE OF HIS PRECEDING VISITS TO BELGIUM AND FRANCE. HIS OBJECTIVE IS TO FIND OUT WHAT ARE THE DEMANDS OF THE U.S. EUROPEAN ALLIES AND TO REINFORCE WASHINGTON'S RELATIONS WITH EUROPE, WHOSE POLITICAL FACE CHANGED GREATLY SINCE THE FALL OF GAULLISM, ESPECIALLY AFTER THE RISE IN POWER OF GISCARD D'ESTAING, IN FRANCE, HAROLD WILSON IN GREAT BRITAIN, AND HELMUT SCHMIDT IN WEST GERMANY. ..." (JULY 6).

2. PRESIDENT NIXON'S MOSCOW TRIP: PRESTIGIOUS O ESTADO DE SAO PAULO EDITORIAL SAYS: "THE FAILURE OF THE LAST NIXON-BREZHNEV MEETING IN MOSCOW CONTINUES TO HAVE GREAT INTERNATIONAL REPERCUSSIONS. THE TWO LEADERS, HOWEVER, INSIST IN PRESENTING THE FAILURE AS A SUCCESS, AT LEAST A PARTIAL SUCCESS, BECAUSE

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THEY FEAR TO RECOGNIZE THAT THE DETENTE IS NOT PRESENT HIMSELF AS

THE LEADER WHO GUARANTEES PEACE FOR ALL GENERATIONS TO COME BECAUSE OF HIS SUCCESS IN REPLACING THE ERA OF CONFRONTATION BY THE ERA OF NEGOTIATION, THE FACT IS THAT THE LAST MOSCOW NEGOTIATIONS ... COULD NOT RESTRAIN THE SURGE OF NEW GENERATIONS OF NUCLEAR ARMAMENTS -- MORE POWERFUL AND MORE APOCALYPTIC THAN THOSE NOW EXISTING. ...ONE THING WAS POSITIVE, HOWEVER: THE FACT THAT NIXON AND KISSINGER REFUSED TO MAKE ANY COMMITMENT TO PRESSURE THEIR EUROPEAN ALLIES TO AGREE WITH THE SOVIET IDEA OF CALLING IN THE NEAR FUTURE A SUMMIT CONFERENCE TO CLOSE THE EUROPEAN CONFERENCE ON SECURITY AND COOPERATION. NATURALLY THE SOVIETS ARE INTERESTED IN CLOSING THE CONFERENCE AT ONCE AND WITH GREAT SOLEMNITY. ...AS THEY HAVE OBTAINED WHAT THEY WANTED AND DO NOT WISH TO SATISFY THE WEST'S LITTLE DEMANDS: ... 'CHANGE OF BORDERS BY MUTUAL CONSENT' ...AND 'A SYSTEM OF FREE INTERCHANGE OF IDEAS AND PERSONS' BETWEEN THE TWO EUROPE. ...WHAT THEY WANT IS A 'STRATEGIC SUPERIORITY' IN THIS FIELD ALSO ." (JULY 7).

3. INDEPENDENT JORNAL DO BRASIL (RIO) FULL- FRONT-PAGE OF SECTION TWO CARRIES INTERVIEW BY MARSHALL MCLUHAN WITH PAPER'S CORRESPONDENT NUNO VELOSO. HEADLINED "THINGS ARE CALMED DOWN BY CLOWNS. KISSINGER IS A CLOWN," THE QUESTION- AND-ANSWER INTERVIEW DEPICTS MCLUHAN OPINION REGARDING MANY TOPICS. TALKING ABOUT CHANGES OCCURRING IN THE WORLD, HE REFERS TO U.S. DOMESTIC POLITICS: "...ONE OF THE HORRORS OF LIVING IN THE ELECTRONIC AGE IS THAT THE RESPONSIBILITY IS TOTAL. ...EVERYONE KNOWS ABOUT OTHERS. ...NIXON IS NOT DIFFERENT FROM OTHER POLITICIANS. THE ONLY DIFFERENCE IS THAT NOW EVERYBODY KNOWS WHAT HE HAS BEEN DOING. ...I CANNOT UNDERSTAND WHY HE HAS TO PAY THE PIPER. IT WAS ONLY BAD LUCK. WHAT HAPPENED WAS THAT HE WAS THE ONE WHO WAS THERE WHEN THE GREAT CHANGE OCCURRED. ... FROM NOW ON GOVERNMENTS WILL HAVE TO CALL ATTENTION WITH THEIR IMAGES, ...NIXON DESPERATELY NEEDS A CLOWN TO CALM DOWN THE SITUATION." VELOSO: "I DON'T THINK THAT KISSINGER IS A CLOWN; HE IS THE PERSON HELPING HIM (NIXON)." MCLUHAN: "BUT A CLOWN IS EXACTLY WHAT HE IS". VELOSO: "I DON'T BELIEVE THE WORLD CONSIDERS HIM A CLOWN." MCLUHAN: "HE IS BASICALLY A CLOWN AND HE ALSO IS COMPLETELY IRRESPONSIBLE, IN THE SENSE THAT HE ALWAYS ACTS IN A SECRET UNCLASSIFIED

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WAY. EVERYTHING NOW IS CARRIED OUT AS PRIVATE AFFAIRS, THUS A TOTAL REVOLUTION EXISTS. KISSINGER IS A TOTAL REVOLUTION IN THE USG SYSTEM. ..." (JULY 6). TUCH

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